

## Message Text

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41

ACTION EB-07

INFO OCT-01 AF-06 ISO-00 INR-07 /021 W

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R 170700Z JUN 75

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC 3955

USDOC WASHDC

INFO AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

UNCLAS JOHANNESBURG 846

E.O. 11652: N/A

TAGS: BGEN, SF

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

CAPE TOWN ALSO FOR EMBASSY

REF: A) STATE A-2778; B) PRETORIA 1786

1. SOUTH AFRICA CONSTITUTES A GROWING MARKET FOR US PRODUCTS. US EXPORTS TO SOUTH FRICA IN 1974 EXCEEDED \$1.1 BILLION, AN ALL-TIME RECORD. THE SOUTH AFRICAN ECONOMY'S RATE OF GROWTH IS EXPECTED TO BE SLOWER THIS YEAR THAN LAST, BUT IT REMAINS A PROSPEROUS ECONOMY IN COMPARISON WITH MOST OF THE RECESSION-HIT WORLD.

2. THUS SOUTH AFRICA OFFERS PROMISING PROSPECTS FOR US INDUSTRIES WITH EXPORT POTENTIAL, INCLUDING MANY OF THOSE HIT BY RECESSION. WE FIND US BUSINESS VISITORS WHO COME TO SOUTH AFRICA WITH GOOD PRODUCTS TO SELL AND PROMPT DELIVERIES TO GUARANTEE ARE MEETING WITH SUCCESS IN A WIDE VARIETY OF BUSINESSES. THE MORE SUCCESSFUL ONES, OF COURSE, HAVE DONE THEIR HOMEWORK BEFORE COMING. THE ROLE OF COMMERCE DEPARTMENT AND POSTS LIKE THIS ONE IN FACILITATING SUCH A BUSINESSMAN'S HOMEWORK CAN BE MADE STILL MORE EFFECTIVE, WE THINK, BY ENCOURAGEMENT OF WIDER USE OF THE ADS SERVICE AND OF INCREASED SUBSCRIPTION TO THE TOPS SERVICE.

3. FROM THE LIST ON PAGE 7 OF REF A, WE ENUMERATE BELOW THE KINDS  
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OF GOODS WHICH WE BELIEVE ENJOY A POTENTIAL FOR ADDITIONAL SOUTH

AFRICAN IMPORTS IN THE SHORT TERM AND MEDIUM TERM. OUR SELECTION IS BASED IN EACH CASE ON ONE OR MORE OF THE FOLLOWING CONSIDERATIONS:  
(A) OUR KNOWLEDGE OF HIGH-GROWTH AREAS IN THE SOUTH AFRICAN ECONOMY;  
(B) LINES IN WHICH US BUSINESS VISITORS ARE NOTABLY SUCCESSFUL HERE;  
(C) LINES IN WHICH WE NOTE PARTICULAR INTEREST ON THE PART OF LOCAL BUSINESSMEN, AND (D) LINES OF CONSUMER GOODS IN WHICH US GOODS APPEAR TO ENJOY PRESTIGE DEMAND.

4. CAPITAL GOODS WITH PROMISING POTENTIAL:

ELECTRONIC COMPONENTS AND ACCESSORIES; ELECTRICAL TESTING EQUIPMENT; ELECTRICAL GENERATING AND DISTRIBUTING EQUIPMENT; METAL WORKING MACHINES AND MACHINE TOOLS; CHEMICAL PROCESSING MACHINERY; BUILDING AND CONSTRUCTION MACHINERY AND SUPPLIES.

5. CONSUMER GOODS WITH PROMISING POTENTIAL:

COSTUME JEWELRY AND NOTIONS; CUTLERY, HAND TOOLS AND HARDWARE;  
HOUSEHOLD SMALL APPLIANCES; TOYS, SPORTING AND ATHLETIC GOODS;  
OPTICAL AND OPHTHALMIC GOODS; TEXTILE AND CLOTHING; WOMEN  
AND MISSES WEAR.  
GUTHRIE

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